I. Ad Perception/Attribute List

	Yes			No
Warm ✓	1	2	3	4
Friendly ✓	1	2	3	4
Analytical	1	2	3	4
Sophisticated ✓	1	2	3	4
Cute	1	2	3	4
Cool cold	1	2	3	4
Inviting	1	2	3	4
Informational	1	2	3	4
Clear ✓	1	2	3	4
Intelligent ✓	1	2	3	4
Snobbish ✓	1	2	3	4
Serious ✓	1	2	3	4
Self-centered	1	2	3	4

II. Ads would appeal to...

Big city person (1) small town (4)	1	2	3	4
Independent person	1	2	3	4
Easy going person (1) tense (4)	1	2	3	4
Snobbish person	1	2	3	4
Modern person	1	2	3	4
Male (1) Female (4)	1	2	3	4
Self-centered person	1	2	3	4
Educated person	1	2	3	4
Above average income person	1	2	3	4
Cautious person	1	2	3	4
Younger (1) Older (4)	1	2	3	4

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Source: https://www.industrydocuments.ucsf.edu/docs/kmjj0004